



*To → Bill
Let me know if
you have follow-up
problems?
Excellent letter
Any*

BILL ROTH
Chain Accounts Manager

360 Herndon Parkway, Suite 1500
Herndon, VA 22070
703-471-5629
Fax 703-471-6370

June 10, 1994

TO: ROU 2910

SUBJECT: **Giant Food, Inc.**
Chain ID #0524-00-00

RE: New and Remodeled Stores

As information and for your advance planning, the following are upcoming new Giant Stores:

- 1) Giant #1223 (New Store)
8223 Elliott Road
Easton, MD 21601

Set Date: July 20th

SIS # _____
Div/Assign# _____

- 2) Giant #1221 (New Store)
20961 South Bank Street
Sterling, VA 22170

Set Date: August '94

SIS # _____
Div/Assign# _____

The Cigarette Department will be set in a Courtesy Booth location and all fixtures/displays have been ordered by ROU 2910 directly to stores as follows:

- 9' in line wood flex carton fixture
- 3' in line wood flex springload package fixture with promotional shelf
- (2) System III Counter Displays (one for Full Price and one for Dorals).

Plan-o-grams for carton and package fixtures are attached for your use.

Contracts:

Please add the following plans with the appropriate effective date:

- NSS2 Plan G - 72 Rows
- UPM Plan 2B (For System III Counter Displays)

"We work for smokers."

51854 3661

In addition, the following stores are identified for re-modeling to a Courtesy Booth lay-out as discussed:

- 1) Giant #1189 Division #292405
SIS #500884
Silver Spring, MD
- 2) Giant #1133 Division #292414
SIS #413613
Campus Way
Upper Marlboro, MD
- 3) Giant #1123 Division #292401
SIS #414094
Temple Hills, MD
- 4) Giant #1174 Division #292411
SIS #614563
Gambrills, MD

As soon as I receive dates to set these remodeled stores, I will order fixtures and advise you for scheduling purposes.

Thank you for your assistance with Giant and should you have any questions, please advise.

Sincerely,

Bill

W. J. Roth

WJR:jh

cc: RSM G. A. Young

Attachment

nuremdel.doc

Note to ROU 2910:

Please set up the new stores in SIS and order fixtures to arrive in the new stores as indicated in this letter (see attached order form).

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GIANT FOOD, INC.

STANDARD SETS FOR COURTESY BOOTH STORES

- 1) 9' Carton and 3' Packs
- 2) Two System III Counter Displays

- 1) *DIA# 0060 (1x9)
Type: W
Profile: H
Self Configuration: C
Assembled: A
1-Ctn Access Almond Doors: Y
New Standard Canopy with Lights: Y

- 1) *DIA# 0005 (1x3)
Type: W
Profile: H
Self Configuration: PP
Assembled: A
Sold Door, Almond: Y
New Standard Canopy with Lights: Y

- 2) *System III Displays with SM Lt Boxes
(2) DIA#007 per Store

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GIANT FOOD, INC.

3' SPRING LOAD PACKAGE FIXTURE

CANOPY

P R O M O T I O N S E C T I O N

| | | | | | | | | | |
|-----|-----|-----|-----|----|----------------|-----------------|-------------------|-------------------------|--------------------|
| ATC | B&W | LOR | PM | PM | Worth Lt M 100 | Worth Lt M 100 | Salem Lt 100 CC | Salem Slim Lt 100 | W Sel FF King |
| ATC | B&W | LOR | PM | PM | Worth U Lt 100 | Worth Lt M King | Salem U Lt King | Salem Lt 100 | W Sel FF Box |
| ATC | B&W | LOR | PM | PM | Worth FF M 100 | Worth Lt 100 | Salem U Lt 100 | Salem Lt King | W Sel Lt King |
| ATC | B&W | LOR | PM | PM | PM | Worth Lt King | Vantage King | Salem 100 | W Sel Lt Box |
| ATC | B&W | LOR | PM | PM | PM | Worth FF 100 | Vantage 100 | Salem King | W Sel Lt 100 |
| ATC | B&W | LOR | PM | PM | PM | Worth FF 100 | Vantage U Lt King | Salem King | W Sel Slim Lt 100 |
| ATC | L&M | LOR | PM | PM | PM | Worth FF King | Vantage U Lt 100 | Camel Special Lt Bx 100 | Winston Box |
| ATC | L&M | LOR | PM | PM | PM | Doral U Lt 100 | More 120 | Camel Special Lt Box | Winston King |
| ATC | L&M | LOR | PM | PM | PM | Doral U Lt King | More 120 Menthol | Camel Lt Box | Winston King |
| ATC | L&M | LOR | PM | PM | PM | Doral FF 100 | More 120 White Lt | Camel Lt King | Winston 100 |
| ATC | L&M | LOR | LOR | PM | PM | Doral FF King | Now King | Camel F King | Winston Lt Box |
| ATC | ATC | LOR | LOR | PM | PM | Doral Lt M 100 | Now 100 | Camel Regular | Winston Light King |
| ATC | ATC | LOR | LOR | PM | PM | Doral Lt M King | Now Menthol 100 | Winston U Lt 100 | Winston Lt 100 |
| ATC | ATC | LOR | LOR | PM | PM | Doral Lt 100 | Doral Lt King | Winston U Lt King | Winston Lt Box 100 |

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Authorized By:

John Decker

Date:

2/9/94

Giant Food, Inc.

Stores #216,219,220,1117,1060, 1223, 1221

9' Carton Fixture - 7 Shelves

RJR ROWS=72

| CANOPY | CANOPY | CANOPY |
|--------------|-------------|--------------|
| RJR | RJR | RJR-DORAL |
| RJR | RJR | RJR-DORAL |
| RJR | RJR | WORTH |
| LOR | LOR | ATC |
| PM(4) L&M(5) | LOR | ATC |
| PM | PM | PM(3) B&W(6) |
| PM | PM | PM |
| 3' (9 ROWS) | 3' (9 ROWS) | 3' (9 ROWS) |

Authorized By: _____

Date: _____

John O'Quinn
2/9/94

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